
Goal: ENVIRONMENTAL PROTECTION AND ENHANCEMENT

Desired Community Condition(s)

Residents participate in caring for the environment and conserving natural resources.

Air, land and water systems protect health and safety.

Program Strategy: CLEAN CITY DIVISION

54505

To safely and efficiently improve the cleanliness of the Albuquerque community.

Department: SOLID WASTE

Service Activities

Weed and Litter

Graffiti Removal Section

Keep Albuquerque Beautiful

Strategy Purpose and Description

The Clean City Program Strategy mission is to safely and efficiently remove weeds, litter and graffiti within the Albuquerque city limits and provide community service initiatives. Maintaining the cleanliness, beauty and integrity of the city of Albuquerque is common to each of these services. The primary customers are the citizens of Albuquerque, the Mayor the City Council. The Clean City Division of the Solid Waste Management Department provides cleaning of weeds and litter from major thoroughfares along curb lines and medians on a scheduled basis by planning areas throughout the year. This Division also responds to special clean-up requests from city Zoning Enforcement Division that has been identified as being in violation of the ordinance and subject to a lien. This section also provides clean-up services for the department by handling clean-up of hydraulic spills and emergency trash spills by collection vehicles. This division provides Green Waste twice a year, Comingled Recycling at 15 sites, large items and office recycling. This section provides citizens with supplies and support to organize their own volunteer work force. Special programs are executed to promote community responsibility through education, and volunteer opportunities.

Changes and Key Initiatives

The Clean City Division is currently improving its programs by developing partnerships with neighborhood associations, business and organizations to improve the quality of our community through volunteer programs and educational efforts. This section will be utilizing a new and improved way of measuring the accumulation of litter, called the KAB litter index.

To continue a communication component between Graffiti Removal Services Staff and the Albuquerque Police Department to lead to the arrest and prosecution of graffiti vandals.

To continue to increase the number of community clean-ups with Neighborhood Associations and Civic Groups and to participate in the CPTED Program. (Crime Prevention Through Environmental Design.)

Establish coordinated approaches to address illegal dumping in the Albuquerque region with the tri county governments, Sandoval, Bernalillo and Valencia and submit to the City Council for approval by the end of the fourth quarter of FY/04.

Input Measure (\$000's)

2001	265	265 OPERATING GRANTS FUND	174
2001	651	651 REFUSE DISPOSAL OPERATING FUND	3,066
2002	265	265 OPERATING GRANTS FUND	174
2002	651	651 REFUSE DISPOSAL OPERATING FUND	3,066
2003	265	265 OPERATING GRANTS FUND	382
2003	651	651 REFUSE DISPOSAL OPERATING FUND	2,369
2004	265	265 OPERATING GRANTS FUND	257
2004	651	651 REFUSE DISPOSAL OPERATING FUND	2,707

2005	265	265 OPERATING GRANTS FUND	344
2005	651	651 REFUSE DISPOSAL OPERATING FUND	2,960
2006	265	265 OPERATING GRANTS FUND	594
2006	651	651 REFUSE DISPOSAL OPERATING FUND	4,328

<i>Strategy Outcome</i>	<i>Measure</i>	<i>Year</i>	<i>Project</i>	<i>Mid Year</i>	<i>Actual</i>	<i>Notes</i>
Keep America Beautiful has designed a new tool to measure litter in the nation's communities called the Litter Index. The index utilizes a Litter Scale of 1-5, 1 being "No Litter" to 5 being "Extremely Littered." This new survey enables the SWMD to assess each of the nine Council Districts, and community planning areas.	<i>KAB Litter Index: Photometric Survey</i>	2001			1.46	
		2002	1.39			
		2003	1.39		1.17	
		2004	1.39	1.17	1.17	
		2005	1.2	1.17	1.17	Conducted once a year.
		2006	1.2			

Goal: ENVIRONMENTAL PROTECTION AND ENHANCEMENT**Parent Program Strategy: CLEAN CITY DIVISION****Department: SOLID WASTE****Service Activity: Weed and Litter****5450000*****Service Activity Purpose and Description***

The Weed & Litter section provides cleaning of weeds and litter from major thoroughfares along curb lines and medians on a scheduled basis by community planning area throughout the year. This section also responds to special clean up requests from private properties that city Zoning Enforcement Division office has identified as being in violation of the weed & litter ordinance and subject to lien. The section also provides clean up services for the department by handling clean-up spills and emergency trash spills by collection vehicles. This section provides Green Waste twice a year, Comingled Recycling at 15 sites, large items and office recycling. This section provides operational support for the Keep Albuquerque Beautiful program. The primary customers are the citizens of Albuquerque, the Mayor, and the City Council.

Changes and Key Initiatives

Promote the ACT: (Albuquerque Clean Team) which enhances the participation of neighborhood associations in weekend clean-ups.

Research the use of natural herbicides for weed control.

Implement a weed identification training program for employees.

Input Measure (\$000's)

2002	651	651 REFUSE DISPOSAL OPERATING FUND	2,112
2003	651	651 REFUSE DISPOSAL OPERATING FUND	1,857
2004	651	651 REFUSE DISPOSAL OPERATING FUND	2,030
2005	651	651 REFUSE DISPOSAL OPERATING FUND	1,873
2006	651	651 REFUSE DISPOSAL OPERATING FUND	3,049

Strategic Accomplishments

Three major illegal dumpsites were cleaned in partnership with community, civic and business volunteers. Community service labor was also utilized.

<i>Output Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
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# of Clean Teams	2001			220	
# of Clean Teams	2002	220		221	
	2003	225		231	
	2004	240	110	241	
	2005	240	183	409	
	2006	240			

Output Measures	Year	Projected	Mid-Year	Actual	Notes
# of Clean-ups -Cleaning of all major thoroughfares at curblines and medians by community plan-ning areas at least five times a year.	2001			225	
# of Clean-ups -Cleaning of all major thoroughfares at curblines and medians by community plan-ning areas at least five times a year.	2002	225		240	
	2003	245		247	
	2004	250	130	250	
	2005	250	72 qtr.		
	2006	250			
Output Measures	Year	Projected	Mid-Year	Actual	Notes
Bernalillo County Detention Resident Labor for cleanups	2001			20-25 day	
Bernalillo County Detention Resident Labor for cleanups	2002	20-25 day		14	
	2003	20 per day		10 per day	
	2004	20-25 day	on avg. per d	30-32 per day	
	2005	20-25 day	27/ day	32/ day	
	2006	20-25 day			
Output Measures	Year	Projected	Mid-Year	Actual	Notes
Miles Cleaned of weed and litter	2001			11,400	
Miles Cleaned of weed and litter	2002	13,280		16,718	
	2003	16,718		17,665	
	2004	17,052	9,447.78	20,014	
	2005	18,896	15,506	72,507	
	2006	18,896			

<i>Quality Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
# of Claims for Damages	2001			35	
# of Claims for Damages	2002	30			
	2003	30		11	
	2004	30	4	12	
	2005	30	13	30	
	2006	30			

<i>Quality Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
# of Injuries	2001			5	
# of Injuries	2002	3			
	2003	3		9	
	2004	3	3	17	
	2005	3	4	6	
	2006	3			

<i>Quality Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
# of accidents	2001			5	
# of accidents	2002	5			
	2003	5		4	
	2004	5	5	14	
	2005	5	2	5	
	2006	5			

<i>Quality Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
Priority Liened Properties Cleaned- % cleaned within 5 working days	2001			95%	
Priority Liened Properties Cleaned- % cleaned within 5 working days	2002	98%		98%	
	2003	98%			
# of liened properties cleaned	2004	150	85	141	

2005	150	82	123
2006	150		

Goal: ENVIRONMENTAL PROTECTION AND ENHANCEMENT**Parent Program Strategy: CLEAN CITY DIVISION****Department: SOLID WASTE****Service Activity: Graffiti Removal Section****5455000*****Service Activity Purpose and Description***

The Graffiti Removal Services provides labor, equipment and supplies to eradicate graffiti on public and private properties, within the City limits after the property owner gives consent. In addition, Graffiti Removal Services provides supplies for community organizations, civic groups and APS. The Graffiti Removal Services also works with APD in providing valuable information on location of graffiti tag, for identification purposes, and the cost of clean-up which is used in the prosecution of graffiti vandals. The primary customer, of the service activity are the residents, community organizations, schools and groups to eradicate graffiti.

Changes and Key Initiatives

A key initiative will be to implement the CARE (Community Awareness for a Responsible Environment) program. This program will include juvenile community service and education. To create a "Tagger Alert" program that would assist in reporting persistent graffiti vandals and enhance the existing responsible retailing ordinance by recommending ID/coded system for aerosols.

To study the percent observed sites called into graffiti hotline within 48 hours vs. number of sites cleaned in the same time frame.

Input Measure (\$000's)

2002	651	651 REFUSE DISPOSAL OPERATING FUND	954
2003	651	651 REFUSE DISPOSAL OPERATING FUND	512
2004	651	651 REFUSE DISPOSAL OPERATING FUND	677
2005	651	651 REFUSE DISPOSAL OPERATING FUND	1,087
2006	651	651 REFUSE DISPOSAL OPERATING FUND	1,279

Strategic Accomplishments

FY/02: Tagger Alert Program was created to educate Neighborhood Associations. The process for Graffiti eradication within 24 hours.

Graffiti Removal Services has achieved a 90% 24-hour turn around time for cleaning vandalized sites.

<i>Output Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
Sites - Powerwashed for removal within 24 hours	2001			1,900	
Sites - Powerwashed for removal within 24 hours	2002	1,500		1,914	
Sites - Powerwashed for removal within 24 hours	2003	2084		4,855	
	2004	2,126	2,518	6,187	
	2005	5,000	1,495	3,171	
	2006	5,000			

<i>Output Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
Sites Cleaned of graffiti	2001			17,273	

Sites Cleaned of graffiti	2002	17,200		19,142
Sites Cleaned of graffiti	2003	20,841		32,367
	2004	21,258	13,991	30,939
	2005	27,982	15,749	33,424
	2006	27,982		

Quality Measures	Year	Projected	Mid-Year	Actual	Notes
% Cleaning reported and observed sites called into the Graffiti Hotline within 48 hours	2001				<i>Being developed</i>
	2002	see notes			<i>Being developed</i>
	2003	see notes			<i>Being developed</i>

Quality Measures	Year	Projected	Mid-Year	Actual	Notes
Sites painted over of Graffiti Vandalism within 24 hours	2001	13,316/17,273 (77%)			
	2002	15,310/19,142 (80%)			
	2003	29,130/32,367 (90%)			
	2004	16,595/21,258 (78%)	591/13,991 (90)	29,392/30,939 (95%)	
	2005	16,595/21,258 (78%)	*		<i>*under review</i>
	2006	16,595/21,258 (78%)			

Goal: ENVIRONMENTAL PROTECTION AND ENHANCEMENT**Parent Program Strategy: CLEAN CITY DIVISION****Department: SOLID WASTE****Service Activity: Keep Albuquerque Beautiful****5470000*****Service Activity Purpose and Description***

An affiliate of Keep America Beautiful since 1982, Keep Albuquerque Beautiful is dedicated to community education on all solid waste management issues and alternatives through litter control, beautification, and graffiti eradication activities. These activities are geared toward increasing awareness and changing attitudes through public information.

Keep Albuquerque Beautiful is an organization composed of individuals from all walks of life-- concerned citizens, business leaders, and government representatives who have joined together in a citywide effort to keep our city clean.

Keep Albuquerque Beautiful is part of a national network, the Keep America Beautiful System. KAB focuses on changing attitudes toward littering and voluntary recycling. However, a broader mission allows our educational program to encompass municipal solid waste disposal alternatives responding to new demands being placed on KAB by elected officials.

Respected for their success in litter prevention, and recognized by the Wirthlin Public Opinion Survey as the most credible source for environmental information, KAB's grassroots leaders are increasingly being asked to take an active role in long-term solid waste disposal planning. In KAB's tradition of public education, we provide objective, nonpartisan information to the public on all solid waste disposal alternatives.

Changes and Key Initiatives

The NM State Tourism Department has awarded grant funds to the Keep Albuquerque Beautiful program of the Solid Waste Management Department. For twenty years, the city has been funded by the State and has had a summer youth initiative focusing on litter control and beautification programs.

Input Measure (\$000's)

2002	265	265 OPERATING GRANTS FUND	174
2003	265	265 OPERATING GRANTS FUND	382
2004	265	265 OPERATING GRANTS FUND	257
2005	265	265 OPERATING GRANTS FUND	344
2006	265	265 OPERATING GRANTS FUND	594

Strategic Accomplishments

None

Keep Albuquerque Beautiful was one of 17 special stops across the United States for the 77 day Mow Across America program.

Keep Albuquerque Beautiful was recognized with the Truett Gill Achievement Award by the NM State Tourism Department as the best litter prevention and beautification program in New Mexico.

<i>Output Measures</i>	<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
# of special events and beautification projects	2001			105	
# of special events and beautification projects	2002	123		94	
# of special events and beautification projects	2003	100		90	
	2004	100	99	99	
	2005	100	30	86	
	2006	100			

Output Measures	Year	Projected	Mid-Year	Actual	Notes
# of volunteers recruited for annual clean up program	2001			5,300	
# of volunteers recruited for annual clean up program	2002	5,375		5189	
# of volunteers recruited for annual clean up program	2003	5,200		12,678	
	2004	5,250	4,995	4,995	<i>Annual Clean-Up Program in conducted in April.</i>
	2005	5,250	1,267	4,477	
	2006	5,250			

Quality Measures	Year	Projected	Mid-Year	Actual	Notes
KAB Litter Index: Photometric Survey Keep America Beautiful has designed a new tool to measure litter in the nation's communities called the Litter Index. The index utilizes a Litter Scale of 1-5, 1 being "No Litter" to 5 being "Extremely Littered." This new survey enables the SWMD to assess each of the nine Council Districts, and community planning areas.	2001			1.46	
	2002	1.38			
	2003	1.33		1.17	
	2004	1.30	1.17	1.17	<i>Only one survey per year.</i>
	2005	1.2	1.17	1.17	<i>Conducted once a year. Results were in by mid-year.</i>
	2006	1.2			